

Marketing

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Program Description

Marketing involves a variety of activities including selection of target customer, product development, promotion, pricing and distribution. It applies equally to services, ideas, non-profit organizations, and the individual.

Certificate of Achievement and Associate in Science Degree

A Certificate of Achievement can be obtained by completing the 30-unit major below. The Associate in Science Degree can be obtained by completing a total of 60 units, including the major, general education requirements, and electives. All courses for this major must be completed with a grade of C or better or a P if the course is taken on a Pass/No Pass basis.

Program Outcomes

Students who complete the Marketing Certificate of Achievement/ Associate Degree will be able to:

1. Apply marketing research principles to a company's product or service.
2. Apply advertising principles to promote a firm's image and product/service offering.
3. Develop a marketing plan for a business using the fundamental elements of the marketing mix.

REQUIRED COURSES	Units
BUS 005 Introduction to Business	3
BUS 018 Legal Environment of Business	3
BUS 181 Business Mathematics	3
CIS 050 Microcomputer Applications	3
OR	
CIS 001 Introduction to Computer Science	3
ECON 002 Principles of Economics (Microeconomics)	3
MGMT 050 Principles of Management	3
OR	
MGMT 191 Human Relations	3
MKT 171 Introduction to Marketing	3
MKT 172 Market Management and Planning	3
MKT 173 Principles of Selling	3
MKT 174 Retail Merchandising	3
Total Units	30

Recommended Electives

ACCT 001 Principles of Accounting - Financial
BUS 060 Introduction to International Business
BUS 092 Business Communication
CIS 060 Introduction to the Internet
ECON 001 Principles of Economics (Macroeconomics)
MGMT 050 * Principles of Management
MGMT 191 * Human Relations
MKT 170 Advertising
OCED 090 Occupational Work Experience

*If not taken as part of major

This is a Gainful Employment Program. For additional information, please visit http://www.solano.edu/gainful_employment/ and select "Small Business Management."

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MKT 171**Introduction To Marketing**

Course Advisory: SCC minimum English and Math standards. A comprehensive study and analysis of initiating the marketing process (for both profit and non-profit organizations) with special emphasis on understanding the consumer and detailed studies of demographics and target marketing. Includes the role of marketing research, the process of defining a marketing problem and then systematically collecting and analyzing information to recommend actions to improve an organization's marketing activities. *Three hours lecture.*

3.0 Units**MKT 172****Marketing Management And Planning**

Course Advisory: SCC minimum English and Math standards. Covers marketing methodology related to all channels of distribution including pricing strategies, new product/services, and the development and evaluation of breakthrough opportunities. Practical applications in dealing with government regulations and the career field of sales, promotion/advertising. *Three hours lecture.*

3.0 Units**MKT 173****Principles Of Selling**

Course Advisory: SCC minimum English and Math standards. The application of traditional selling skills including the approach, demonstrating the product, answering the customer's objections, and closing the sale to the customer's satisfaction. *Three hours lecture.*

3.0 Units**MKT 174****Retail Merchandising**

Course Advisory: SCC minimum English and Math standards. A comprehensive study of the principles and practices of merchandising management of product/services, with emphasis on store location analysis, layout, customer services, buying, sales promotion, consumer credit, and understanding consumer needs and wants. Course includes practical applications related to start-up of a new business and legal constraints of organizing, selling, advertising, consumer relations and personnel practices. *Three hours lecture.*

3.0 Units